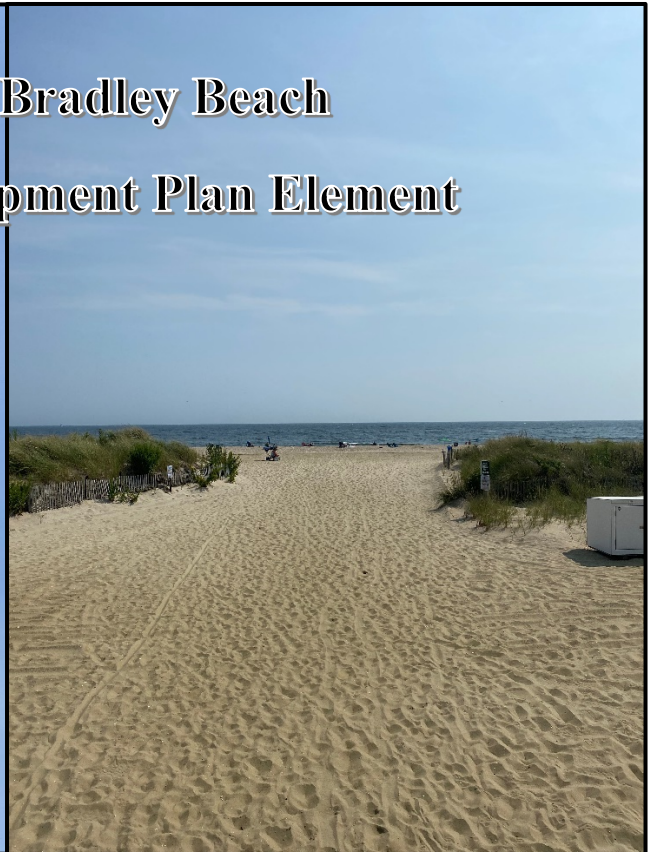


Borough of Bradley Beach
Economic Development Plan Element



Prepared by:

Leon S. Avakian, Inc.
Consulting Engineers
Community Planning Group

DRAFT

Economic Development Plan Element

Prepared for:
The Borough of Bradley Beach
Monmouth County, New Jersey

ADOPTED
XXX 2021

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The original of this report was signed and
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Table of Contents

Introduction	1
Inventory of Current Economic Situation	2
Monmouth County	2
Bradley Beach	3
Zoning and Land Use.....	3
Growth Industries in Bradley Beach	7
Characteristics of the Labor Pool.....	8
Economic Strategies to a Achieve a Diverse Economy	13
Goals	13
Objectives	13
Recommendations.....	13

Introduction

This Economic Plan Element has been prepared in accordance with the New Jersey Municipal Land Use Law, N.J.S.A. 40:55D-28b(9) and was adopted on (INSERT DATE) by the Borough of Bradley Beach Planning Board as an element of the Borough's Master Plan. The MLUL allows for an Economic Plan Element that considers all aspects of economic development and sustained economic vitality, including a comparison of the types of employment expect to be provided by the economic development to be promoted with the characteristics of the labor pool resident in the municipality and nearby areas and an analysis of the stability and diversity of the economic development to be promoted.

This plan was created in collaboration with the Borough's Strategic Planning Committee and is intended to guide the Borough's economic response to the COVID-19 pandemic, the ongoing impacts of climate change, and to improve the overall long-term economic outlook for the Borough of Bradley Beach.

Inventory of Current Economic Situation

Monmouth County

In 2014, Monmouth County established a Comprehensive Economic Development Strategy (CEDS), which identified four (4) industries as potential growth markets for Monmouth County. The *2016 Monmouth County Agricultural and Economic Development Master Plan Chapter*, described them as such:

- **Health Care and Related Industries:** Health-related industries are a growing and important component of Monmouth County's economy. Monmouth County is home to several top-rated hospitals and numerous medical service offices and clinics. The residential population of the county offers a strong pipeline for healthcare services, while the aging of the population and increase in assisted living facilities and age-restricted housing indicate more consumers of healthcare services in the future. Monmouth County provides desirable locations for doctors and other highly paid staff to live, but there is significant competition for employees on the lower end (e.g. technicians, certified nurse assistants, maintenance personnel, etc.) that mostly are commuting in from surrounding counties.
- **IT/Telecommunications:** An assessment of national and global IT markets indicates strong demand nationally and globally in data and network security, software and application development, and cloud based computing services. Monmouth County IT/Telecommunications industry has a strong history of attracting venture capital. Between 2003 and 2009, the IT/ Telecommunications industries attracted more than \$400 million in venture capital, representing nearly 100% of all venture capital investments among all industries in the county. Venture capital investments were strongest from 2003 to 2005 and then declined considerably due to both national trends and the loss of major telecommunication players in the county.
- **Professional/Technical and Business/Finance:** Whereas there was some job loss overall in these two sectors combined (186 jobs lost from 2002 to 2012) the jobs were concentrated in a few subsectors and were also impacted by losses at Fort Monmouth and within the telecommunications industry. Other subsectors experienced job growth and wages in all the subsectors are very high relative to the county as a whole. Proximity to major markets, including New York City, and high education levels make these sectors poised for future growth.
- **Tourism and Related Industries:** This includes industries and subsectors related to food service, cultural and performing arts, travel, retail, and other services. Together, these industries provide services to Monmouth County's residents, workforce, and visitors. According to the NJ Division of Travel and Tourism's report *The Economic Impact of Tourism in New Jersey (2015)*, Monmouth County generated \$2.4 billion in tourism sales in 2015, up 5.3% from 2014. Regarding tourism industry sales, the report explains that "With the memory and impact of Superstorm Sandy fading and another year of construction in the books, Monmouth and Ocean County were the fastest growing shore counties." Another travel and tourism consultant company, D.K. Shifflet and Associates LTD., produced the *2015 New Jersey Overnight Leisure Visitor Profile*. This profile indicates that the top five activities for New Jersey visitors are beach/waterfront, culinary/dining experience, gambling (slots, cards, horses, etc.), visiting friends and relatives, and shopping. It also reports record state high visitation and spending in 2015.

Bradley Beach

Bradley Beach is vibrant, historical town located along the Atlantic Ocean in southeastern Monmouth County. The town's beachfront is popular with residents and visitors alike, particularly during the summer months. Most commercial uses within Bradley Beach are located along the Main Street/ Route 71 corridor. Bradley Beach encourages and promotes its small businesses through Business Roundtables and a recently developed Small Business Guide.



Figure 1. Bradley Beach Downtown

Zoning and Land Use

There are four (4) zone districts within Bradley Beach permitting a variety of non-residential uses. They are as follows:

GB General Business Zone

The GB General Business Zone District consists of the lots located along the east side of Main Street, south of Block 6 and north of the O-P Zone District. The Zone is bordered by Main Street and the GBW zone to the west and the R-1 Zone District to the east. In the General Business Zone, no premises shall be used and no structure shall be erected, altered, or occupied for any purpose except the following and shall be further limited to those uses which are clearly of a scale and nature designed primarily to serve adjacent residential areas within a three-mile radius and which only incidentally serve other areas. Principally permitted uses include

- retail business establishments, including but not limited to the following:
 - stores selling groceries, meats and poultry, baked goods, and other such items;
 - drug and pharmaceutical stores;
 - hardware, dry goods, and household supply stores;
 - liquor stores;
 - stationery, tobacco and newspaper stores;
 - luncheonettes, delicatessens and confectionery stores;
 - haberdashery, apparel and shoe stores;
 - restaurants, diners and other eating and drinking establishments;

- personal service establishments, which shall include, but are not limited to, the following:
 - barber- and beauty shops;
 - shoe repair shops;
 - tailor shops, dry-cleaning shops and self-service laundries;
- business and professional offices, banks and fiduciary institutions, and post offices;
- office buildings;
- public parks and playground;
- municipal buildings and other public facilities providing services essential to the operation of the Borough, subject to the general review and recommendation by the Planning Board,
- hotels and motels,
- residential on the second and third floors in combination with permitted retail business or personal service establishments on the first floor,
- child-care centers.

GBW General Business West Zone

The GBW General Business West Zone is bounded by Main Street to the east, the Borough boundary to the west, Park Place to the north, terminates between Evergreen and Monmouth Avenues to the south. In the General Business West Zone, no premises shall be used and no structure shall be erected, altered, or occupied for any purpose except the following and shall be further limited to those uses which are clearly of a scale and nature designed primarily to serve adjacent residential areas within a three-mile radius and which only incidentally serve other areas. Permitted principal uses include retail business establishments, including but not limited to the following:

- Permitted on the first floor only:
 - Stores selling groceries, meats and poultry, baked goods, and other such items.
 - Drug and pharmaceutical stores.
 - Hardware, dry goods, and household supply stores.
 - Liquor stores.
 - Luncheonettes, delicatessens and confectionery stores.
- Permitted on the first and second floor only:
 - Stationery, tobacco and newspaper stores.
 - Haberdashery, apparel and shoe stores.
 - Restaurants, diners and other eating and drinking establishments.
- Personal service establishments, which shall include, but are not limited to, the following are permitted on the first and second floors only:
 - Barber- and beauty shops.
 - Shoe repair shops.
 - Tailor shops, dry-cleaning shops and self-service laundries.
- Business and professional offices, banks and fiduciary institutions, and post offices are permitted on the first and second floors only.
- Office buildings are permitted on the first and second floors only.
- Public parks and playgrounds are permitted on the ground floor only.
- Municipal buildings and other public facilities providing services essential to the operation of the Borough, subject to the general review and recommendation by the Planning Board, are permitted on the first and second floors only.
- Hotels and motels, Hotels, are permitted on all floors.

- Child-care centers are permitted on the first and second floors only.
- Residential on the second, third and fourth floors in combination with permitted retail business or personal service establishments on the first floor.

O-P Office Professional Zone

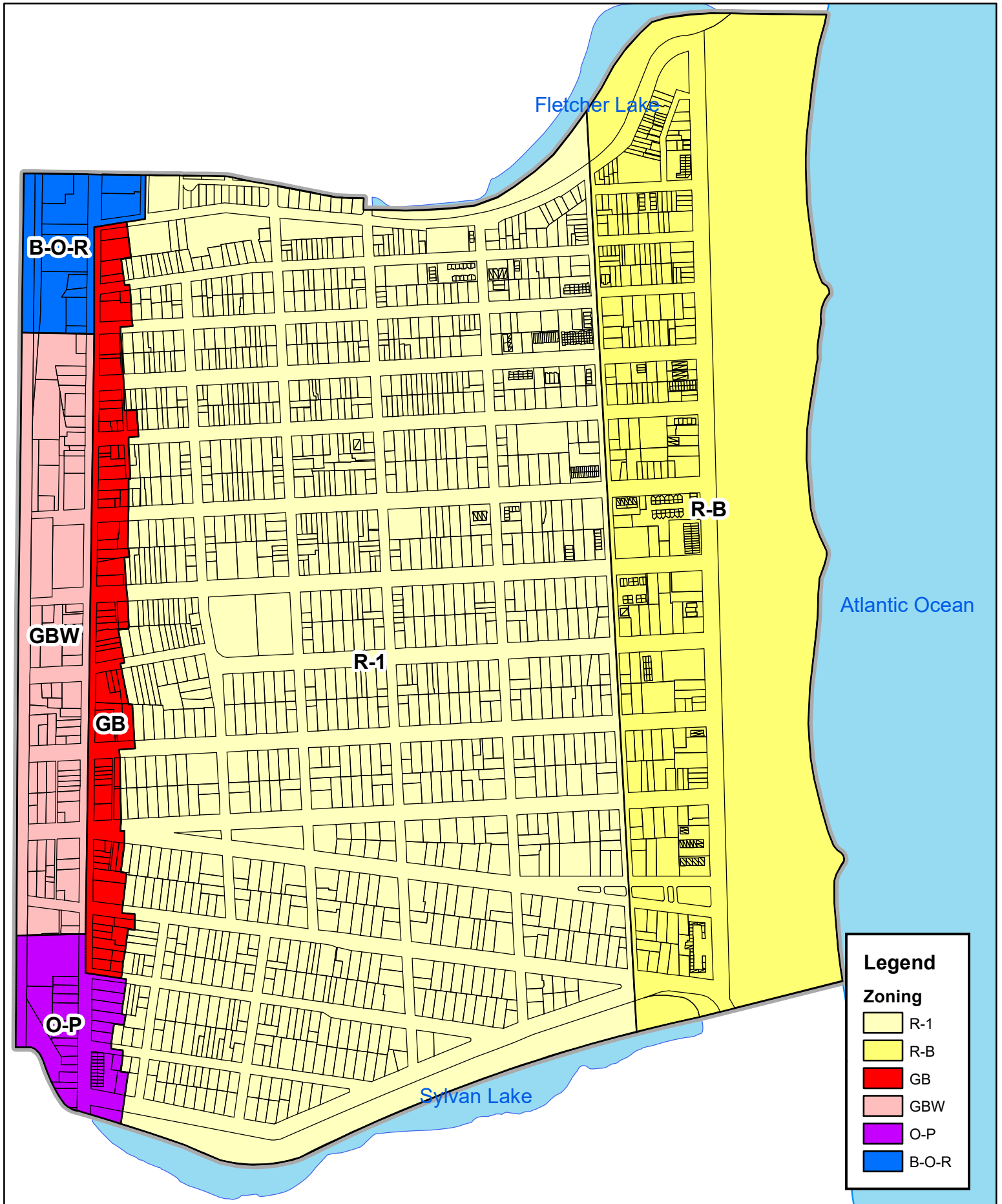
The O-P Office Professional Zone is located in the southwest portion of the Borough. It is bounded by the GBW zone to the north, the R-1 Zone to the east, the Borough of Avon by the Sea to the south, and the Borough of Neptune City to the west. Permitted principal uses include:

- Professional and business offices, including offices for doctors, dentists, lawyers, architects, engineers, accountants, real estate and similar businesses or office activities employing a predominantly white-collar clerical staff, not engaged in retail or wholesale sales on the premises of any articles or products of a tangible nature and where no heavy or noisy machinery, equipment or instruments are utilized in the operation of the business.
- Apartments on the second and third floors in combination with permitted professional or business offices on the first floor.
- Public parks and playgrounds.
- Municipal buildings and other public facilities providing services essential to the operation of the Borough, subject to the general review and recommendation of the Planning Board.
- Child-care centers.
- Personal service establishments, which shall include, but are not limited to, the following:
 - Barber and beauty shops.
 - Shoe repair shops.
 - Tailor shops, dry-cleaning shops and self-service laundries.

B-O-R Business, Office and Research Zone

The B-O-R Business, Office, and Research Zone is located in the northwest portion of the Borough. It is bounded by Neptune Township to the west and north, Main Street and the GB zone to the east, with the exception of Block 6, located to the east of Main Street, and the GBW Zone District to the south. Principally permitted uses include:

- All uses permitted in the GB General Business Zone
- The manufacturing of products, provided that the process includes only the assembly of previously prepared or refined materials. No process shall include chemical reaction; the use of heat other than soldering or welding; any machinery, the operation of which will generate noise or vibration audible or otherwise perceptible at or beyond the property line on which the machinery is located.
- Research laboratories.
- Public parks and playgrounds.
- Municipal buildings and other public facilities providing services essential to the operation of the Borough, subject to general review and recommendation by the Planning Board.



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Consulting Engineers

This map was developed using New Jersey Department of Environmental Protection Geographic Information System digital data, but this secondary product has not been verified by NJDEP and is not state-authorized or endorsed.

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Zoning Map **Borough of Bradley Beach** **Monmouth County, New Jersey**

Source: LSA, NJGIN, and Monmouth County GIS.
Revised: September 15, 2021



Growth Industries in Bradley Beach

Tourism

Bradley Beach is a historical shore town located along the Atlantic Ocean in southeastern Monmouth County, New Jersey. Bradley Beach is a popular vacation destination during the summer months for visitors to Jersey Shore. The COVID-19 pandemic has made walkable communities with access to the outdoors, like Bradley Beach, more desirable places to live and visit. Bradley Beach's natural resources including Sylar and Feltcher Lakes, and its Maritime Forest are attractive destinations for visitors looking to relax. In addition to the Borough's beaches and lakes, amenities like oceanfront mini-golf, playgrounds, bocce courts, and seasonal festivals make the Borough an attractive family destination.



Figure 2. Bradley Beach Boardwalk looking north

Medical/ Wellness

Bradley Beach is in a unique position to become a destination for the health care and wellness industries. As identified above, health related industries are a growing and important component of Monmouth County's economy. Hackensack Meridian Jersey Shore University Medical Center, the Route 33 Medical Office Corridor Overlay Zoning, and the Academy of Allied Health and Sciences are located in nearby Neptune Township. There are already a number of health and wellness related businesses within Bradley Beach that have chosen the Borough due to the unique types of spaces that are conducive to wellness. Bradley Beach should promote existing wellness businesses within the Borough, while encourage additional businesses to make the Borough their home.

Characteristics of the Labor Pool

The 2019 ACS reports on work activity of residents aged 16 years and older. While the Borough's working age population was 3,779 residents, Bradley Beach had an approximate labor force of 2,478 residents. Approximately 34.4 percent of the Borough's working age residents were not participating in the labor force at the time of the estimates. The vast majority of the Borough's labor force was employed in civilian jobs, while zero residents reported being members of the armed forces. Approximately 3.5 percent of Borough residents reported being unemployed.

TABLE 1: EMPLOYMENT STATUS

	Bradley Beach		Monmouth County	
	Number	Percent	Number	Percent
Population 16 years and over	3,779	100%	506,509	100%
In labor force	2,478	65.6%	335,725	66.3%
Civilian Labor Force	2,478	65.6%	335,254	66.2%
Employed	2,347	62.1%	318,706	62.9%
Unemployed	131	3.5%	16,548	3.3%
Armed Forces	0	0%	471	0.1
Not in labor force	1,301	34.4%	170,784	33.7%
U.S. Census Bureau, American Community Survey 2019 5-Year Estimates (table DP03)				

More than four fifths of the Borough's workers were employed in private wage and salary positions, while 13.6 percent of workers are government workers. Self-employed workers comprise about 4.4 percent of the Borough's workforce. Table 2 provides a breakdown of worker classifications.

TABLE 2: CLASSIFICATION OF WORKERS IN BRADLEY BEACH, 2019

	Number	Percent
Total	2,347	
Private Wage and Salary Worker	1,925	82.0%
Government Worker	319	13.6%
Self-Employed Worker	103	4.4%
Unpaid Family Worker	0	0.0%
U.S. Census Bureau, American Community Survey 2019 5-Year Estimates (table DP03)		

An analysis of employees (over the age of 16) by economic sector indicates that employed working age individuals in Bradley Beach were involved in a range of economic sectors. As depicted in Table 3 below, the highest concentration of workers (23%) are employed in the educational, health, and social services sectors. The professional scientific, management, administrative and waste management services employees the next highest concentration of Borough employees at 18.3%.

TABLE 3: WORKFORCE BY SECTOR

Sector	Number	Percent
Civilian employed population 16 years and over	2,347	100%
Agriculture, forestry, fishing and hunting, mining	0	0.0%
Construction	250	10.7%
Manufacturing	149	6.3%
Wholesale Trade	54	2.3%
Retail Trade	204	8.7%
Transportation and Warehousing, and Utilities	56	2.4%
Information	87	3.7%
Finance and insurance, and real estate and rental and leasing	185	7.9%
Professional, scientific, and management, and administrative and waste management services	430	18.3%
Educational services, and health care and social assistance	539	23.0%
Arts, entertainment, and recreation, and accommodation and food services	209	8.9%
Other Services, except public administration	116	4.9%
Public administration	68	2.9%
U.S. Census Bureau, American Community Survey 2019 5-Year Estimates (table DP03)		

Table 4 provides a percentage comparison of the Borough's workforce against that of the County. The Borough's profile of employment by sector generally mirrors that of the County. A higher percentage of the Borough's workforce is employed in professional, scientific, and management, and administrative and waste management services and construction sectors, while a higher percentage of the County's workforce was employed in the retail trade, transportation and warehousing, and utilities, and finance and insurance, and real estate and rental and leasing sectors.

**TABLE 4: COMPARISON OF WORKFORCE BY SECTOR
BRADLEY BEACH AND MONMOUTH COUNTY, 2019**

Sector	Bradley Beach	Monmouth County
Civilian employed population 16 years and over	2,347	318,706
Agriculture, forestry, fishing and hunting, mining	0.0%	0.3%
Construction	10.7%	7.1%
Manufacturing	6.3%	5.9%
Wholesale Trade	2.3%	2.9%
Retail Trade	8.7%	11.1%
Transportation and Warehousing, and Utilities	2.4%	4.6%
Information	3.7%	3.4%
Finance and insurance, and real estate and rental and leasing	7.9%	10.0%
Professional, scientific, and management, and administrative and waste management services	18.3%	13.8%
Educational services, and health care and social assistance	23.0%	24.1%
Arts, entertainment, and recreation, and accommodation and food services	8.9%	8.5%
Other Services, except public administration	4.9%	4.0%
Public administration	2.9%	4.2%
U.S. Census Bureau, American Community Survey 2019 5-Year Estimates (table DP03)		

Table 5 provides a breakdown of occupations by type for the Borough's employed civilian labor force. Over half of the Borough's employed civilian labor force was employed in management, professional, or related occupations while about more than one quarter of the Borough's labor force was employed in sales and office occupations.

TABLE 5: OCCUPATIONS BY TYPE

Occupation	Number	Percent
Employed Civilian population 16 years and over	2,347	100%
Management, business, science and arts occupations	1,207	51.4%
Service occupations	220	9.4%
Sales and office occupations	6120	26.1%
Natural resources, construction and maintenance occupations	207	8.8%
Production Transportation and material moving occupations	101	4.3%
U.S. Census Bureau, American Community Survey 2019 5-Year Estimates (table DP03)		

The median household income in Bradley Beach was estimated to be \$64,246 in 2019, and the average household income was estimated to be \$126,732. As educational attainment increases, Bradley Beach residents between the ages of 25 to 64 participate in the workforce at a higher rate. Those with a bachelor's degree or higher have an employment to population ratio of 82.2%, whereas those without a high school degree have an employment to population ratio of 55.2%. The employment to population ratio for the population aged 25 to 64 years is 76.7%.

TABLE 6: EDUCATIONAL ATTAINMENT

	Total Number	Labor Force Participation Rate	Employment/ Population Ratio
Population 25 to 64 years	2,688	81.1%	76.7%
Less than high school graduate	241	55.2%	55.2%
High school graduate (includes equivalency)	333	74.5%	64.9%
Some college or associate's degree	615	78.4%	78.4%
Bachelor's degree or higher	1,499	87.8%	82.2%
U.S. Census Bureau, American Community Survey 2019 5-Year Estimates (table S2301)			

In 2019, ACS estimated that approximately two-thirds (1,411 persons) of all Bradley Beach workers commuted under 35 minutes to their jobs, while close to one tenth of workers commuted at least 90 minutes (205 persons). 90.2 percent of workers residing in Bradley Beach worked within New Jersey and 60.7% worked within Monmouth County. The majority of those workers commuted to work by car, truck, or van, most driving alone (78.36%). Since 2020, the COVID-19 Pandemic has drastically reshaped the workplace, the long-term effects of which have yet to be seen.

TABLE 7: MEANS OF TRANSPORTATION TO WORK

	Estimate	Percentage
Total:	2,622	100%
Car, truck, or van:	2,202	83.98%
Drove alone	2,052	78.26%
Carpooled:	150	5.72%
Public transportation (excluding taxicab):	89	3.39%
Bus or trolley bus	42	1.60%
Railroad	47	1.79%
Taxicab	12	0.46%
Motorcycle	15	0.57%
Bicycle	137	5.22%
Walked	113	4.31%
Other means	5	0.19%
Worked at home	49	1.87%
U.S. Census Bureau, ACS 2019 5-Year Estimates (B08301)		

As indicated in Table 8 below, it is projected that Monmouth County will add 26,620 jobs by 2026. The Arts, Entertainment, and Recreation; Ambulatory Health Care Services; and Healthcare and Social assistance sectors are poised to experience the greatest increase in number of jobs over the course of the projection period.

TABLE 8: PROJECTED EMPLOYMENT, MONMOUTH COUNTY, 2026

Industry Title	2016 Actual Employment	2026 Projected Employment	Numeric Change	Annual Growth Rate	Percent Change	Outlook
Mining	10	10	0	0.0	0.0%	Stable
Utilities	1,470	1,540	70	0.5	4.8%	Growing
Construction	14,520	17,210	2,690	1.9	18.5%	Growing
Manufacturing	9,550	10,400	850	1.0	8.9%	Growing
Wholesale Trade	8,900	10,080	1,180	1.4	13.3%	Growing
Retail Trade	38,760	38,560	-200	-0.1	-0.5%	Declining
Transportation and Warehousing	4,710	5,510	800	1.8	17.0%	Growing
Postal Service	1,080	1,040	-40	-0.4	-3.7%	Declining
Information	6,310	6,100	-210	-0.4	-3.3%	Declining
Finance and Insurance	10,520	10,090	-430	-0.5	-4.1%	Declining
Real Estate and Rental and Leasing	3,530	3,650	120	0.4	3.4%	Growing
Professional, Scientific, and Technical Services	20,490	21,980	1,490	0.8	7.3%	Growing
Management of Companies and Enterprises	3,220	3,580	360	1.2	11.2%	Growing
Administrative and Support and Waste Management and Remediation Services	12,720	14,070	1,350	1.1	10.6%	Growing
Educational Services	27,830	28,700	870	0.3	3.1%	Growing
Health Care and Social Assistance	44,900	53,400	8,500	1.9	18.9%	Growing
Ambulatory Health Care Services	18,980	23,680	4,700	2.5	24.8%	Growing
Hospitals	11,390	12,910	1,520	1.4	13.3%	Growing
Nursing and Residential Care Facilities	8,760	10,100	1,340	1.6	15.3%	Growing
Social Assistance	5,770	6,710	940	1.7	16.3%	Growing
Arts, Entertainment, and Recreation	8,910	11,750	2,840	3.1	31.9%	Growing
Accommodation and Food Services	26,400	30,300	3,900	1.5	14.8%	Growing
Other Services (except Government)	13,970	16,060	2,090	1.6	15.0%	Growing
Government	15,240	13,580	-1,660	-1.3	-10.9%	Declining
Total Federal Government Employment	2,030	1,950	-80	-0.4	-3.9%	Declining
State Government, Excluding Education and Hospitals	1,920	1,890	-30	-0.2	-1.6%	Declining
Local Government, Excluding Education and Hospitals	11,290	9,740	-1,550	-1.6	-13.7%	Declining
Federal Government, Excluding Post Office	950	910	-40	-0.5	-4.2%	Declining
Total Self Employed and Unpaid Family Workers, All Jobs	17,710	19,720	2,010	1.2	11.3%	Growing
Total All Industries	289,660	316,280	26,620	1.0	9.2%	Growing

Source: 2016-2026 Industry Employment Projections, NJ Department of Labor and Workforce Development

Economic Strategies to a Achieve a Diverse Economy

Goals

- A. Recognize the need to adapt to the changing dynamics and demands of a diverse and increasingly globalized economy.
- B. Encourage those public and private actions necessary to develop and sustain the long-term vitality of the key commercial/retail areas. This can be achieved by improving streetscapes through unified signage, facades, public walkways and landscaping, and improving vehicular and pedestrian circulation, developing solutions to parking challenges, and a unified wayfinding program. This will help guide residents and visitors to the plethora of environmental and recreational opportunities in the Borough.
- C. Maintain and enhance a local economy that encourages the provision of more cost-effective public services in order to improve the quality of life for Bradley Beach residents.

Objectives

- A. Preserve the high level of public services and provide new facilities where necessary, in order to accommodate population growth, economic development and the changing needs of the residents.
- B. Utilize the Borough's assets including location and natural resources to create a sustainable economic environment for business to thrive while responding to the challenges created by COVID-19 and future pandemics as well as flooding due and other impacts of climate change.

Recommendations

- 1. Develop the character of Main Street by discouraging types of uses that do not usually fit within a downtown corridor, first floor residential / single-family homes along Main Street, and fronting parking lots along Main Street.
- 2. Develop ordinances and policies targeted at encouraging developers into the Borough.
- 3. Include business development resources on the Borough's website in order to streamline the process for developers.
- 4. Revise the Borough's Zoning Ordinance, as follows:
 - a. Reduce the number of non-residential zones from four (4) zones to two (2), by incorporating the General Business Zone (GB) standards on the entire East side of Main Street and the General Business West Zone (GBW) on the entire West side of Main Street. This would create continuity of development in the downtown corridor and create a reasonable standard of development.

- b. Set a density standard for the GB & GBW zones based upon the square footage of the lot, giving the public a better understanding of the possible density and bulk that can be expected upon new development.
 - c. Remove Hotels and Motels from any zone in the Borough, as these are high intensity parking developments, in a community with an acknowledged parking problem.
 - d. Review definitions and regulations for short term rentals and Bed and Breakfasts.
 - e. All corner lot development on Main Street should have ingress and egress on the side streets to promote safer traffic flow and preserve parking opportunities on main Street
 - f. The 4th floor in the GBW Zone should be set back 10 to 15 feet to maintain a three story look on both sides of Main Street.
 - g. Permit co-working spaces within all non-residential zones.
- 5. Encourage medical offices and wellness related businesses to locate within Bradley Beach by emphasizing proximity to Jersey Shore University Medical Center.
 - 6. Utilize public/private partnerships to provide alternate means of transportation from the train station to the beachfront and other areas of interest within Bradley Beach.

